



Job Description

Trading Supervisor

Grade: 6

Directorate: Operations/Trading

Location: WWT Castle Espie Wetland Centre

Reporting to: Trading Manager

Main function of post: Assist your department Manager to create, develop and manage an inspirational and vibrant trading (retail, admissions, catering) environment that provides an excellent visitor experience. Work with the department Manager to consistently deliver and meet or exceed against agreed targets and help generate profits that support the conservation work of WWT. Working operationally within trading teams when necessary.

Supervisory responsibilities: Supervision of Trading Assistants and Volunteers within the Retail and Catering operation

Responsibilities of the Post

We shape unforgettable experiences:

- Shape the visitor experience by generating a warm and welcoming trading environment which is inspirational, vibrant and represents the WWT brand.
- Provide and present WWT's retail and catering product ranges to a consistently high standard, identifying and responding to changing visitor requirements and feedback.
- Ensure that all our visitors experience high standards of customer care and enjoy a positive experience within the trading environment.

We are resourceful pioneers:

- Work with your Manager to develop and maintain techniques to pro-actively promote and maximise sales opportunities, adapting to seasonal changes and changes in visitor buying behaviours.

- To optimize opportunities for you and the trading team to increase the sale of memberships and adoptions within your Centre.
- Assist your manager to optimise financial performance by reviewing KPI's taking the appropriate action assist in increasing profit, reducing waste and deploying resources effectively, to include helping members of the trading team to deliver WWT membership targets and a warm and welcoming admissions desk.

We work together for a positive future:

- Implement the appropriate standards, procedures and best practice as expected from WWT.
- Help to maximise every team member's contribution to ensure delivery of personal, department and Trust objectives by giving the appropriate levels of direction and support through training, team meetings and individual discussions.
- Ensure opportunities to improve your own customer service and selling skills and those of the trading team are maximized.
- Encourage all team members to engage with WWT's internal communication channels keeping themselves informed and up to date with the progress that WWT is making and the work that we undertake to save wetlands for wildlife and people.
- Lead, coach, and engage team members to adapt to continuous change and the implementation of new initiatives.

We do conservation:

- Ensure you and the team members are aware of and have a basic understanding of the centre's key features and conservation highlights and share such information with visitors where and when appropriate.
- Ensure all your team members are aware of key lines associated with WWT conservation stories and that they understand WWT's purpose to promote WWT and its products.
- Help reduce waste by accurately managing stock in line with WWT systems and procedures, ensuring that all waste is disposed of responsibly in line with WWT recycling policies.

In addition:

- Operate within, and in the Trading Managers absence, ensure that the admissions, retail, and catering areas, operate smoothly and fully adhere to and comply with all legislative standards, in particular Industry Food Hygiene standards.
- Ensure compliance with financial controls and procedures across all Trading operations.

- In addition to the duties and responsibilities listed, the post holder is required to perform any other reasonable duties that may be assigned by the supervisor shown above, from time to time.

Date raised: 07 August 2024

Person Specification

1. Qualifications

Essential:

- Educated to a minimum of GCSE standard or equivalent.

Desirable:

- Food Hygiene Level 2 or above.
- Recognised Health and Safety Qualification.
- Industry recognized Qualification in Catering (HND/City and Guilds).
- Industry recognized Customer Service Qualification.
- Supervisory/Management Training Qualification.

2. Experience

Essential:

- Experience in a relevant trading/commercial (retail and/or catering) environment.
- Proven track record in delivering or exceeding targets.
- Experience in delivering exceptional standards of customer care.

Desirable:

- Experience of team supervision, training, and development.
- Experience in working at a Conservation site.
- Experience in managing admissions and membership recruitment.
- Experience in menu planning/food preparation across a wide range of catering operations.
- Previous experience of Safety Management Systems.

3. Managerial and Supervisory

Essential:

- Ability to determine priorities and set tasks.
- Confidently able to train, motivate and engage your team (including volunteers).

- Experience in supervising team members to include:
 - Recruitment.
 - Performance Management.
 - Allocation of resource (permanent/casual staff and volunteers).
 - Submission of information to Payroll function.

Your team	Number managed	Number supervised
Permanent Team	0	3
Casual Workers	0	9
Volunteers	0	3

4. Responsibility

Essential:

- Experience of adhering to legislation eg:
 - Data Protection
 - FSMS
 - Health and Safety
 - Proven ability in managing Customer Feedback

Levels of responsibility:

Your responsibilities	Level (£'s)
Expenditure (exc. payroll)	N/A
Cash Handling	£ 322,477 (budget sales for trading).
Achievement of sales targets Membership Retail Catering	£ TBC £ TBC £ TBC
Assets (required for job, exc. buildings)	-
Visitors (per annum)	-

5. Creative Ability

Essential:

- Ability to plan for and adapt to seasonal trade/campaigns and promotions.
- Proven experience in problem solving.
- Willingness to recommend and help source relevant products to enhance the offer within the trading departments.

Desirable:

- Ability to think outside of the 'pond' and committed to going the extra mile.

6. Contact

Essential:

- Regular and routine contact with other departments and visitors.
- Contact with external suppliers.
- Working positively with Central Commercial, Catering Retail, and Finance teams.